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ON UNDER 37 CFR 1.14(8)



United States Patent [19]

Kaplan

Patent Number: [11]

5,237,157

Date of Patent: [45]

Aug. 17, 1993

[54] KIOSK APPARATUS AND MOTHOD FOR POINT OF PREVIEW AND FOR **COMPILATION OF MARKET DATA**

- [75] Inventor: Joshua D. Kaplan, San Francisco, Calif.
- [73] Assignee: Intouch Group, Inc., San Francisco, Calif.

[21] Appl. No.: 957,444 [22] Filed:

Related U.S. Application Data

Oct. 6, 1992

[51]	Int. Cl.5	G06F 15/21
[52]	U.S. Cl	235/375; 235/380;
		364/401

235/380, 381, 382, 383, 385, 462; 358/335; 364/401, 402, 403, 410

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Primary Examiner—Robert A. Weinhardt Attorney, Agent, or Firm-Limbach & Limbach

[57] ABSTRACT

This invention relates to a system for user-interactive multimedia based point-of-preview. The apparatus has data storage for storage of discrete increments of information intended for subscriber selection and preview. After subscriber selection, a programmable data processor selects from storage and then transmits at least one discrete increment of information to a display means for subscriber review. Subscriber selection and profile data are collected and stored. The invention also provides for transmission of subscriber selection and subscriber profile data to a central database for collection and processing by the central processing unit. This system is used, in a particular embodiment, to preview audio programs on compact disks.

11 Claims, 3 Drawing Sheets

